

REQUEST FOR PURCHASE IN EXCESS OF \$20,000/CHANGE ORDER



Date: October 18, 2016

To: MAYOR AND CITY COUNCIL

From: Ann Kattreh, Parks & Recreation Director

Subject: Request for Purchase – Fred Richards Park Master Plan Consulting Services

The Recommended Bid is

☒ Within Budget

☐ Not Within Budget

Date Bid Opened or Quote Received:
Sept. 2, 2016

Bid or Expiration Date:
N/A

Company:
Confluence

Amount of Quote or Bid:
\$70,000

Recommended Quote or Bid:
Confluence - \$70,000

Information/Background:

At the July 19 City Council meeting City Manager Scott Neal provided a staff report outlining four possible options to conduct the consultant selection process for the Fred Richards Park Master Plan. Staff's recommendation was to conduct a competitive request for proposal (RFP) process to select a landscape architecture firm. The City Council approved that recommendation. The Fred Richards Park visioning process took place in 2014, giving staff and a new landscape architecture firm a great deal of information with which to begin a park master planning process.

As approved by City Council, city staff:

- Prepared an RFP
- Identified bona fide urban design firms to receive the RFP
- Assembled an interview team
- Prepared an interview evaluation tool

Request For Proposal

The RFP was developed and reviewed by multiple city staff. The goal was to find a qualified professional planning firm to facilitate a community planning process that culminates in a City Council approved Fred Richards Park Master Plan. The selected firm was asked to facilitate

community engagement, develop conceptual elements based on the input received through the public engagement process and prepare recommendations for location, design, and featured park, recreation and environmental elements. The firms were directed to review the Fred Richards Vision Master Plan and the Parks, Recreation and Trails Strategic Plan.

IDENTIFIED FIRMS

On Aug. 10, the RFP was sent to 20 urban design firms. On Sept. 2, seven proposals were received from the following firms:

1. Loucks
2. HGKI
3. SGA Group
4. Confluence
5. Landform
6. SEH
7. COEN + PARTNERS

All seven firms were interviewed over a period of seven hours on Sept. 13 and Sept. 15.

INTERVIEW TEAM

As requested by the City Council, community residents were included in the interview process. The interview team was composed of the following 11 members:

Eileen McAwley, Park Board Member
Tom Terwilliger, Resident
Art Lowell, Resident
Steve Curry, Resident
Cliff Akins, Business Rep (Premiere Properties)
Kristina Smitten, Business Rep (The Link)
Maria Erickson, Business Rep (The Cradle Club)
Ann Kattreh, Parks & Recreation Director
Susan Faus, Parks & Recreation Assistant Director
MJ Lamon, Project Coordinator
Kelly Dumais, City Management Fellow

EVALUATION TOOL

An interview evaluation tool was developed to assist the interview team in evaluating each firm. The evaluation tool highlighted six focus areas and each interview team member was asked to evaluate each of these focus areas on a scale of 1 (unacceptable) through 5 (highest impression). The six focus areas were:

- A. Qualifications of Team
- B. Experience with Similar Projects
- C. Project Approach and Scope
- D. Understanding of Project Partnerships and Stakeholders
- E. Public/Stakeholder Engagement
- F. Proposed Timeline/Meeting Schedule

Specific questions were developed to correlate with each of the six focus areas. Interview team members submitted their completed evaluation tool to city staff to be imported into a report which calculated an average score for each firm. Open comments were also solicited from interview team members,

Results:

<u>Firm Name</u>	<u>Average Score</u>
Confluence	4.47
HGKI	4.38
COEN + PARTNERS	4.15
SHE	3.82
Loucks	3.74
Landform	3.67
SGA	2.59

Comments:

Confluence	<ul style="list-style-type: none"> • Familiarity with Edina's park system. • Excellent engagement and branding plan. • Public art component. • Offered translation services – firm understands the neighborhood demographics. • Compiled a strong and complete team including community engagement, natural resources, design and operation analysis for future costs to maintain the park. • Mentioned children participation in the plan. • Helped created Edina's Park overall master plan which is a positive. • Very relevant project experiences and did homework on this site.
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	<ul style="list-style-type: none">• Anticipate a modern approach to design, engagement and ecological approach.• Like combination of creative natural uses of the space plus active play area for children.• Creating educational opportunities.• Could not go wrong with these guys!
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Confluence Proposal

Confluence proposes a six-phase planning process.

Phase 1: Project Initiation

- Kick-off meeting, data gathering and base mapping

Phase 2: Research, Analysis and Inventory

- Understanding and research
- Environmental review and assessment
- Walk The Park workshop

Phase 3: Community Outreach and Participation

- Vision and guiding principles
- Park programming workshop
- Project website
- Key stakeholder interviews
- Community input workshop #1

Phase 4: Schematic Design

- Preliminary park concepts – Park-A-Palooza design session
- Preliminary concept review
- Preliminary concept presentation to Park Board and City Council
- Community input workshop #2

Phase 5: Preferred Master Plan – Environmental Document Development

- Prepare preferred park master plan and cost estimate

Phase 6: Final Master Plan

- Final plan and Park Board and City Council presentations

Additional Partner Firms:

RSP Dreambox – Community engagement lead and user experience design.

Emmons & Olivier Resources, Inc. (EOR) – Environmental consultant specializing in water resources engineering, environmental compliance and restoration and sustainable site design and planning.

PROS Consulting – Programming market analysis and operations and maintenance planning and budgeting.

Project Timeline:

The master plan will be completed in 8 – 12 months, depending upon the public engagement events selected.

Total Fee: \$70,000

The RFP stated the project budget of \$70,000

Proposed Additional Services:

These services would be contracted directly with each firm.

- Wetland Delineation – Emmons & Olivier, Inc. - \$4,600
 - A full delineation will be required at some point in the permitting and construction process. Staff recommends completing a wetland delineation to assist with the design phase of the project.
- Market and Financial Analysis and Operations and Maintenance Standard – PROS Consulting - \$15,000
 - PROS Consulting proposes to complete a comprehensive market analysis of the park with special consideration given to the opportunity to develop public/private partnerships for key facilities within the park. The plan will identify short-term and long-term management strategies as well as financial strategies and principles to enhance the efficiency and revenue capacity of Fred Richards Park. Operations and maintenance analysis will determine park operational costs and maintenance needs and standards.
- Interpreter Services - \$40/hour and/or \$.20/word
 - To reach nearby residents where language is a significant barrier; an interpreter will be vital. Verbal interpretation and/or written interpretation will be valuable to reach all residents.

Staff Recommendation:

The City Council, Park Board and Parks & Recreation Department worked with Confluence in 2014/15 to complete the Parks, Recreation and Trails Strategic Plan. Confluence performed expertly and is highly recommended by staff. Similar projects presented by Confluence were the Cedar Lake Park and Lake Olathe Park Master Plans in Olathe, Kansas; South Service Area Master Plan for the Minneapolis Park & Recreation Board; Maple Grove Central Park, Maple Grove, MN; Mississippi

National River and Recreation Area Parks for the St. Paul Parks & Recreation Department; Tamarack Nature Center, White Bear Township, MN. Confluence specializes in creating a robust public engagement process and also creating sustainable and engaging infrastructure. City staff's experience with Confluence was exceptional. They exceeded our expectations with the process and final product of the Parks, Recreation and Trails Strategic Plan. They were detail oriented, collaborative, thoughtful, thorough, big thinking and flexible. While our experience with PROS Consulting on the Parks, Recreation & Trails Strategic Plan and also the Grandview Facility Operational and Feasibility study was also exceptional, staff believes that the work proposed can be done internally by city staff. Interpreter services will be considered and utilized as needed. The Confluence proposal is attached. All proposals, with the exception of Coen + Partners were within the allocated project budget.

Action Requested:

Staff requests that the City Council approve the selection of Confluence to complete the Fred Richards Park Master Plan Process. Staff also recommends contracting directly with EOR for wetland delineation.